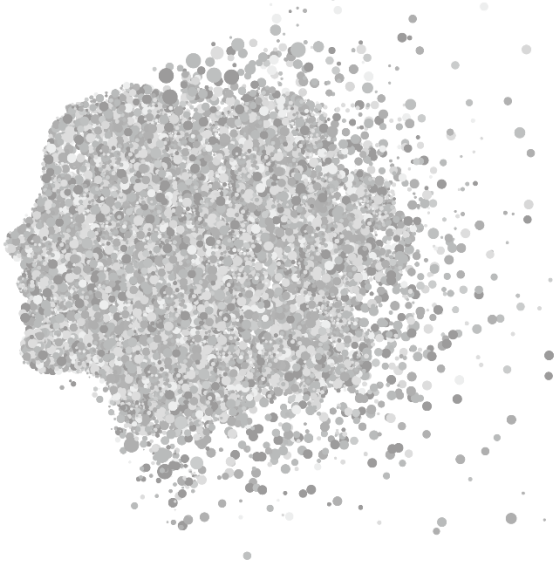




|주| 하라커뮤니케이션즈
www.haracoms.co.kr



Be Great, Do infinite!



We are pioneer & innovators.

Curiosity. Vision. Drive. Integrity. **Hara Communications**, we're an integrated communications agency of thinkers, futurists, technologists and makers who come together to create powerful connections spanning every industry, discipline and culture on the planet.

A strong communication consultancy built on an individualized scale.

A trusted partner who is equal parts creative and analytical. Who is generous with our clients and selfish on their behalf. Who has rejected the limiting boundaries that divide and diminish. We are Haracomms. Let's talk.

Introduction



Name | **Hara Communications**

Business Area | Corporate Promotion · Exhibition & Convention
Ceremony · Public Event & Festival

CEO | Sang hoon, Kim

Organization | **Strategy Div.**_ New Business Development/ Large project
BTL Div._ Event Promotion, Festival
Oversea Business Div._ Oversea Business, Convention
Exhibition Div._ Home and abroad Exhibition, Interior
Agency Div._ Manage Human Resources
Design Div.
Management Div.

Address | Hara Bldg. 4-6F,
16, Bangbaejungang-ro 27-gil, Seocho-gu, Seoul, Republic of Korea

Contacts | TEL. 02-521-3314 (Main Number)
02-6205-3316 (BTL Div., Oversea Business Div., Design Div.)
02-6205-3315 (Strategy Div., Exhibition Div.)
FAX. 02-521-3318

Homepage | www.haracoms.co.kr



CEO Message



“

Creative group that delivers positive energy

It takes a lot of time to make friends with someone you care about,
but losing someone you care about is a moment.

Hara Communications is a responsible company that
puts client trust first, and with a positive energy, we do everything we can.

Creative! Practice! Together!
We will always work hard to become a BTL general event
that is solving client needs through Creative Marketing Solution and adding new value.

”



Hara communications C.E.O. **Sang hoon, KIM**

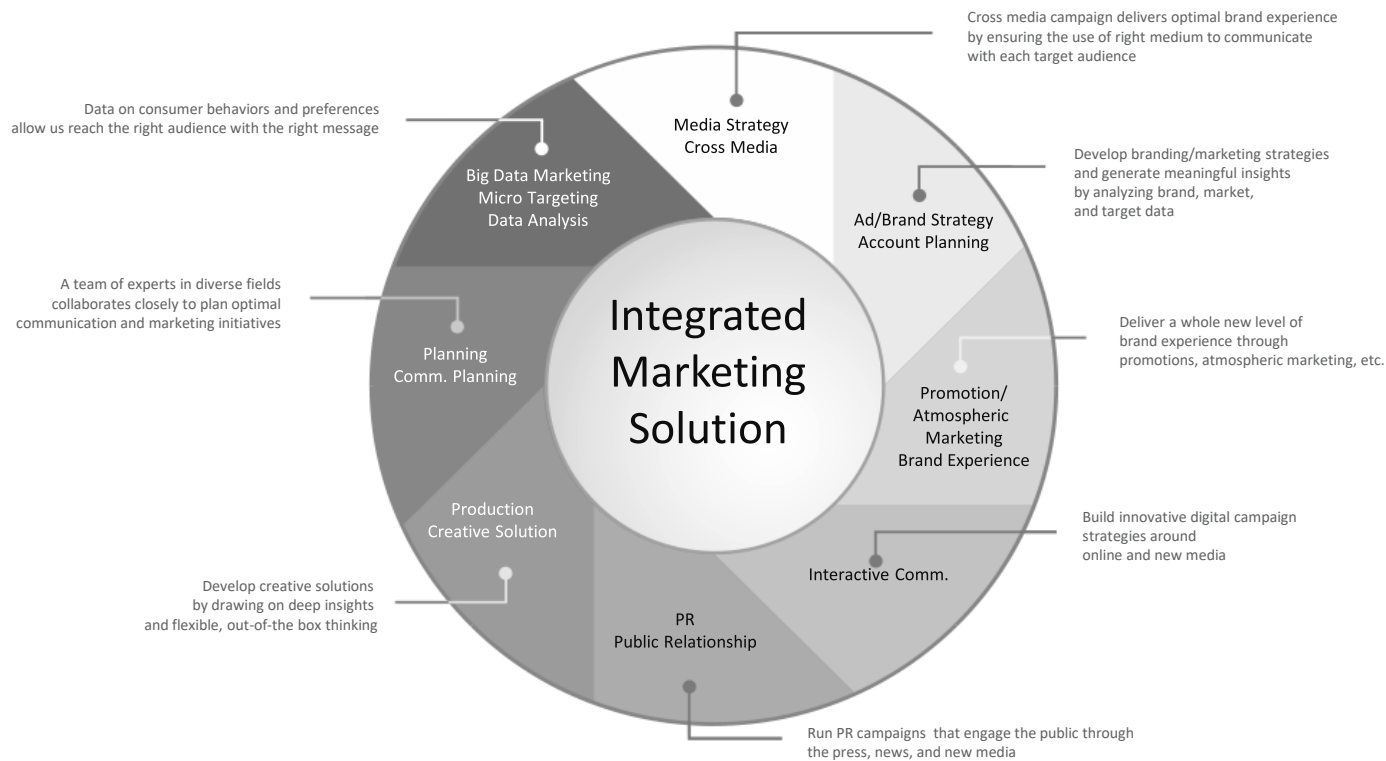


Mission





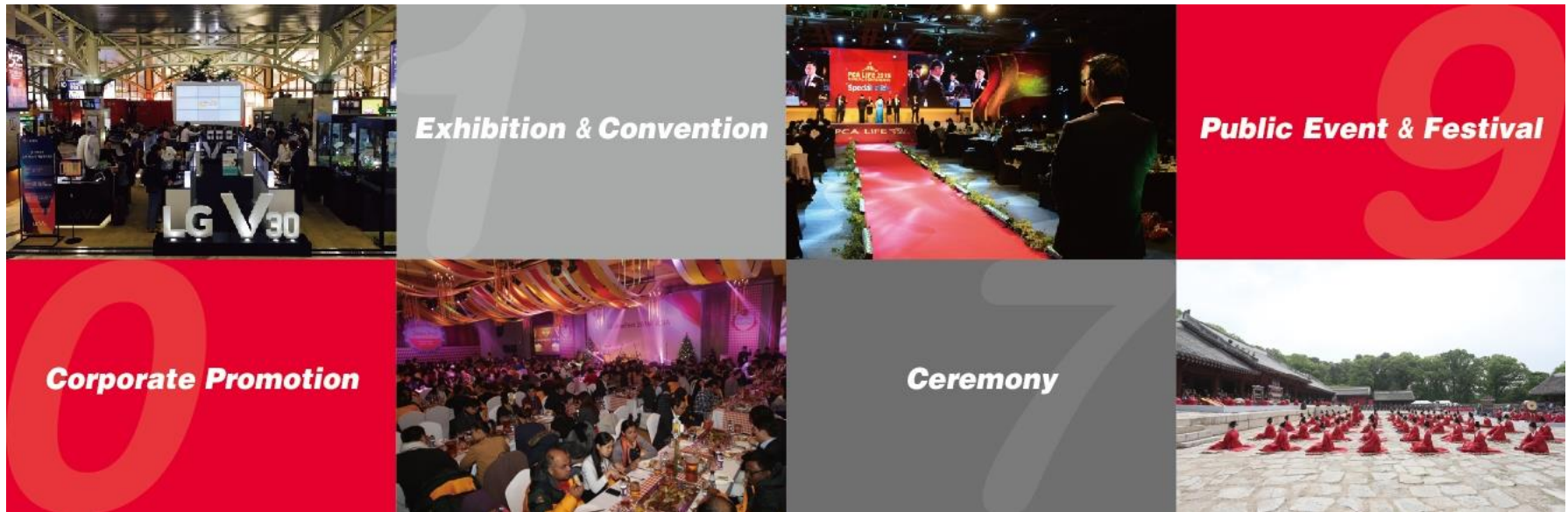
Haracomunications delivers integrated marketing communications solutions that encompass advertising, digital campaign, promotion, atmospheric marketing, media, and PR by creating synergies with powerful partners.





Hara Communications aims to **Integrate Marketing Communications(IMC)** for the successful implementation of the project from the planning process of Marketing Promotion to execution.

We **offer a wide range of networks and various range of business models** to ensure communication between consumers and brands and the BTL marketing activities play their part.





LG G7 ThinQ SQUARE

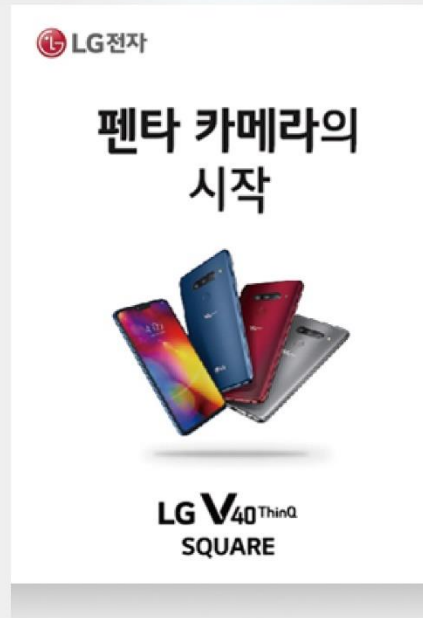
Date : 2018.05.04. ~ 06.10.

Location : 36 locations nationwide, including Yongsan Station and Busan Station

Contents : LG G7 Mobile Exhibition and Experience

Target : Visitors to each local SQUARE

Client : LG Electronics



LG V40 ThinQ SQUARE

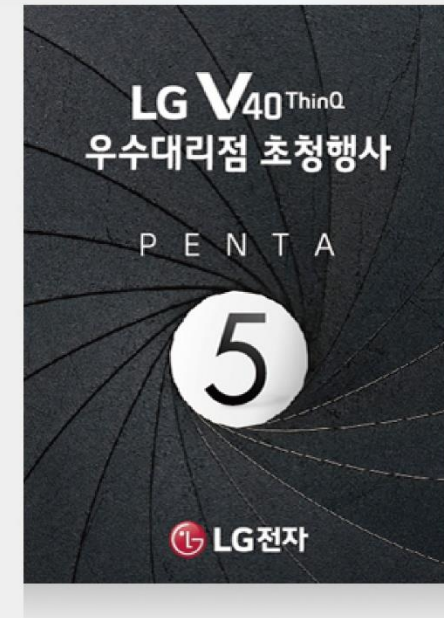
Date : 2018.10.04. ~ 11.11.

Location : 24 locations nationwide, including Yongsan Station and Busan Station

Contents : LG V40 Mobile Exhibition and Experience

Target : Visitors to each local SQUARE

Client : LG Electronics



LG V40 Invitation event for the Best Agency

Date : 2018.10.10. ~ 10.12.

Location : Gonjiam CC, Gonjiam Resort

Contents : LG V40 Introduction & A Golf Tournament

Target : Best agent and carrier for each mobile company

Client : LG Electronics



Jaguar Land Rover Hall-in-One Event at the KLPGA Championship

Date : 2018.04.26. ~ 04.29.

Location : Lake Wood CC

Contents : Car display, hole-in-one events, and promotion events

Target : Contest Audience

Client : Cheonil Automobile



LG Display Children's Day 2018

Date : 2018.05.05.

Location : 24 locations LGD Industrial Complex in Paju

Contents : Employee Family Invitation Event

Target : About 2,200 families

Client : LG Display



LG G7 Invitation event for the Best Agency

Date : 2018.05.09. ~ 05.11.

Location : Gonjiam CC, Gonjiam Resort

Contents : LG G7 Introduction & A Golf Tournament

Target : Best agent and carrier for each mobile company

Client : LG Electronics



1 Night 2 Days Parents Invitation Day 2018

Date : 2018.03.16. ~ 03.17.
 Location : LGD Industrial Complex in Paju
 Contents : Invite parents for 1 night 2 days
 Target : Employee and Employee Parents
 Client : LG Display



LG U+ Joyful White Day

Date : 2018.03.14.
 Location : LG Company building in Yongsan & Magok
 Contents : White Day gift wrapping for employee
 Target : Employee
 Client : LG U+



LG U+ IoT Day

Date : 2018.04.05. ~ 04.06.
 Location : Daemyeong Vivaldi Park
 Contents : Case presentation for each section
 Target : Employee in LG U+ IoT group
 Client : LG U+



Jaguar Land Rover Test Drive in January

Date : 2018.01.20. ~ 01.21.

Location : Exhibition hall in Suwon, Gangnam and Daechi

Contents : Demonstration Drive and Event, Catering

Target : Potential Customers

Client : Cheonil Automobile



LG V30 ThinQ SQUARE for Pyeongchang Olympic

Date : 2018.02.07. & 02.25.

Location : Cheongnyangni Station & Yongpyeong Resort

Contents : LG V30 Mobile Exhibition and Experience

Target : Visitors to each local SQUARE

Client : LG Electronics



LG U+ Joyful Valentine's Day

Date : 2018.02.18.

Location : LG Company building in Magok

Contents : White Day gift wrapping for employee

Target : Employee

Client : LG U+



2018 LG gram Academy presentation

Date : 2017.11.27. ~ 12.25.
 Location : 8 cities including Seoul, Incheon and Busan
 Contents : Introduction to Marketing and New Products
 Target : More than 2,000 LG promoters and marketers nationwide
 Client : LG Electronics



2017 LG U+ Sharing Festival

Date : 2017.12.21.
 Location : Convention Hall in LG U+ Head office
 Contents : Sharing Event 2017 Review and Exhibition
 Target : Employee and Volunteer
 Client : LG U+



2018 LG gram Blogger Day

Date : 2017.12.21.
 Location : Seoul Dragon City
 Contents : Introduction New Products
 Target : About 60 Power Blogger
 Client : LG Electronics



Jaguar Land Rover Test Drive in November

Date : 2017.11.18. ~ 11.19.

Location : Exhibition hall in Suwon, Gangnam and Daechi

Contents : Demonstration Drive and Event, Catering

Target : Potential Customers

Client : Cheonil Automobile



LG V30 Invitation event for the Best Agency

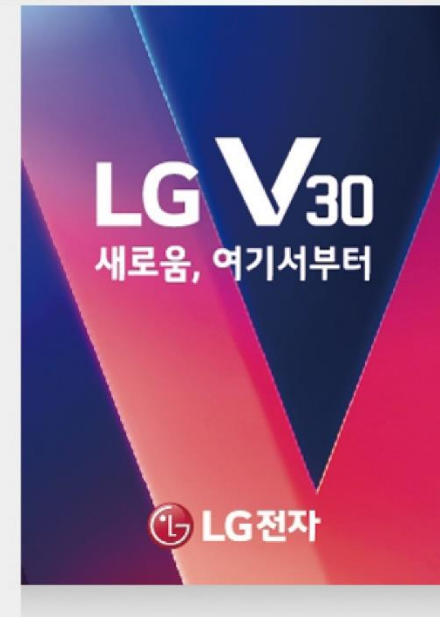
Date : 2017.09.11. ~ 09.13.

Location : Gonjiam CC, Gonjiam Resort

Contents : LG V30 Introduction & A Golf Tournament

Target : Best agent and carrier for each mobile company

Client : LG Electronics



LG V30 HOT SPOT Zone

Date : 2017.09.06. ~ 10.

Location : 24 locations nationwide, including Yongsan Station and Central City

Contents : LG V30 Mobile Exhibition and Experience

Target : Visitors to each local zone

Client : LG Electronics



LG U+ “Tong Tong” HOF Day

Date : 2017.07.13.

Location : LG U+ Head Office in Yongsæ

Contents : In-house StarCraft Competition

Festival

Target : Employee

Client : LG U+



LG U+ “Tong Tong” HOF Day

Date : 2017.07.13.

Location : LG U+ Head Office in Yongsan

Contents : In-house StarCraft Competition & Beer

Festival

Target : Employee

Client : LG U+



LG U+ “Tong Tong” HOF Day

Date : 2017.07.13.

Location : Noori Kkum Square Building

Contents : LG VR New Model Exhibition and Experience

Target : Visitors to each local SQUARE

Client : LG Electronics



LG V40 G-STAR 2018

Date : 2018.11.15. ~ 11.18.
 Location : BEXCO, Busan
 Contents : LG Gaming Monitor Exhibition and Experience
 Target : Visitors to G-STAR
 Client : LG Electronics



Dreamhack Atlanta 2018

Date : 2018.11.16. ~ 11.18.
 Location : Georgia World Congress Centre
 Contents : Esports and Cosplay Gaming Experience
 Target : Local and BYOC Visitors
 Client : LG Electronics



2017 G-STAR LG V30 NEXON Booth

Date : 2017.11.16. ~ 11.19.
 Location : BEXCO, Busan
 Contents : LG V30 Mobile Game Exhibition and Experience
 Target : Visitors to G-STAR
 Client : LG Electronics



2018 PlayX4 LGE Booth

Date : 2018.05.10. ~ 05.13.
 Location : KINTEX
 Contents : Gaming Monitor Exhibition and Experience
 Target : Visitors
 Client : LG Electronics



2018 World IT Show LGE Booth

Date : 2018.05.23. ~ 05.26.
 Location : COEX Hall C
 Contents : LGE Product Exhibition and Experience
 Target : Visitors
 Client : LG Electronics



2017 G-STAR LG X PUBG

Date : 2017.11.16. ~ 11.19.

Location : BEXCO

Contents : Gaming Monitor Exhibition and Experience

Target : Visitors

Client : LG Electronics



2017 LG gram JD.com Promotion

Date : 2017.16.12.

Location : JD.com Head Office, Beijing

Contents : LG gram Exhibition and Experience

Target : Employee from JD.com

Client : LG Electronics



2017 LG gram China Road Promotion

Date : 2017.16.16.

Location : Sanlitun Square in Beijing

Contents : LG gram Exhibition and Experience

Target : Visitors

Client : LG Electronics



Name **Qatar pavilion, EXPO in Astana 2017**
Date 2017. MAR ~ JUN
Location Astana expo site, Kazakhstan
Contents Pavilion construction
Client Qatar Embassy in Kazakhstan



Name **UAE pavilion, EXPO in Milan 2015**
Date 2015. MAY ~ OCT
Location Milan expo site, Italy
Contents Pavilion construction
Client National Media Council



Name **Oman pavilion, EXPO in Milan 2015**
Date 2015. MAY ~ OCT
Location Milan expo site, Italy
Contents Pavilion construction
Client The Ministry of Foreign affairs of Oman



Name **Qatar pavilion, EXPO in Milan 2015**
Date 2015. MAY ~ OCT
Location Milan expo site, Italy
Contents Pavilion construction
Client The Ministry of Tourism of Qatar



MetLife 2015 Sales Strategy Conference

Metlife 2015 Sales Strategy conference

Date : 2015. 02. 06
 Location : Intercontinental Hotel 5th floor
 Contents : Conference
 Target : 350 guests
 Client : Metlife insurance



LG Innofest / Asia

Date : 2016. 02. 04~05
 Location : Hayatt Hotel & DDP
 Contents : New product launching
 Target : 300 guests
 Client : LG Electronics



G – Star 2016

Date : 2016. 11. 17~19
 Location : Bexco, Pusan
 Contents : G-star Neople booth construction
 Target : Guests
 Client : LG Electronics



LG GBPA 2018

Date : 2018. 11. 13 ~ 11. 15
 Location : Marriot, LG Science park
 Contents : BP Competition, Sightseeing
 Target : Practice & Promotor
 Client : LG Electronics



LG U+ CEO no.1 DNA Award

Date : 2016. 12. 20
 Location : LG U+ Yongsan office
 Contents : Award ceremony
 Target : 130 Practice & Promotor
 Client : LG U+



CEO no.1 DNA Award

Date : 2017. 06. 20
 Location : LG U+ Yongsan office
 Contents : Award ceremony
 Target : Staff and managers
 Client : LG U+



PCA Annual Awards

Date : 2015. 10
Location : [Khao Lak](#), Thailand
Contents : Award ceremony, incentive trip
Target : 300 guests
Client : PCA Life



PCA Life 2015 Annual Conference

Date : 2016. 04.01
Location : Grand Hayatt, Seoul
Contents : Award ceremony
Target : Guests, managers, Successor
Client : PCA Life



Global Best Promoter Awards

Date : 2016. 11. 07. ~11
Location : Gonjuam resort
Contents : Award ceremony, BP Competition, tour
Target : Excellent promotor
Client : LG Electronics



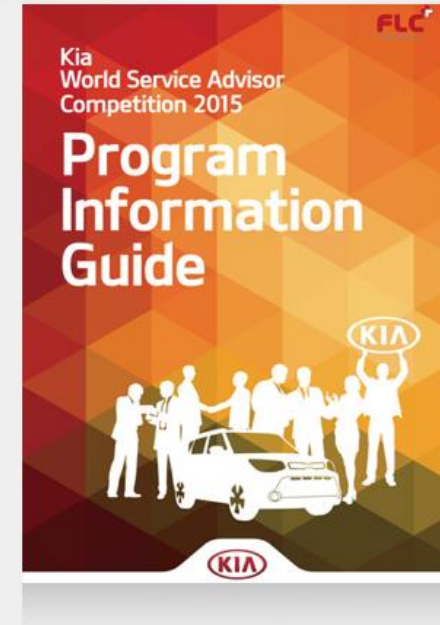
Metlife 2015 4Q MWA

Date : 2015. 02. 06
 Location : COEX, Intercontinental hotel
 Contents : Musical concert, Award ceremony
 Target : 350 guests, board of directors
 Client : Metlife insurance



2015 Metlife President's council Awards

Date : 2015. 03. 13
 Location : Kintex convention hall
 Contents : Award ceremony
 Target : 1200 guests, board of directors
 Client : Metlife insurance



KIA World Service Advisor Competition 2015

Date : 2015. 06
 Location : JW Marriot hotel
 Contents : Award ceremony for skill Olympics
 Target : 150 guests
 Client : KIA MOTORS



2016 Jisan Valley Rock Festival

Date : 2016. 07. 22~24

Location : Jisan forest Resort

Contents : LG minibeam promotion with valley rock

Target : guests

Client : LG electronics



The 18th Pusan International Film Festival

Date : 2013. 10. 03~12
 Location : Busan Film Center, Theater
 Contents : Opening & Closing ceremony
 Target : Guests
 Client : The 18th PIFF organizing committee



Restoring Rural Areas

Date : 2014. 11. 20
 Location : Samsung Wealstory, Seoul
 Contents : Economy, and federations MOU ceremony
 Target : VIPs and guests
 Client : Federation of Korean Industries



2016 International Cultural Events Jongmyo

Date : 2016. 05. 01
 Location : Jongno, Jongno-gu, Seoul
 Contents : Jehyang event
 Target : VIP, Relatives, guests, tourists
 Client : Korea Cultural Foundation

Contact us



Hara Communications values
our relationship with our customers.

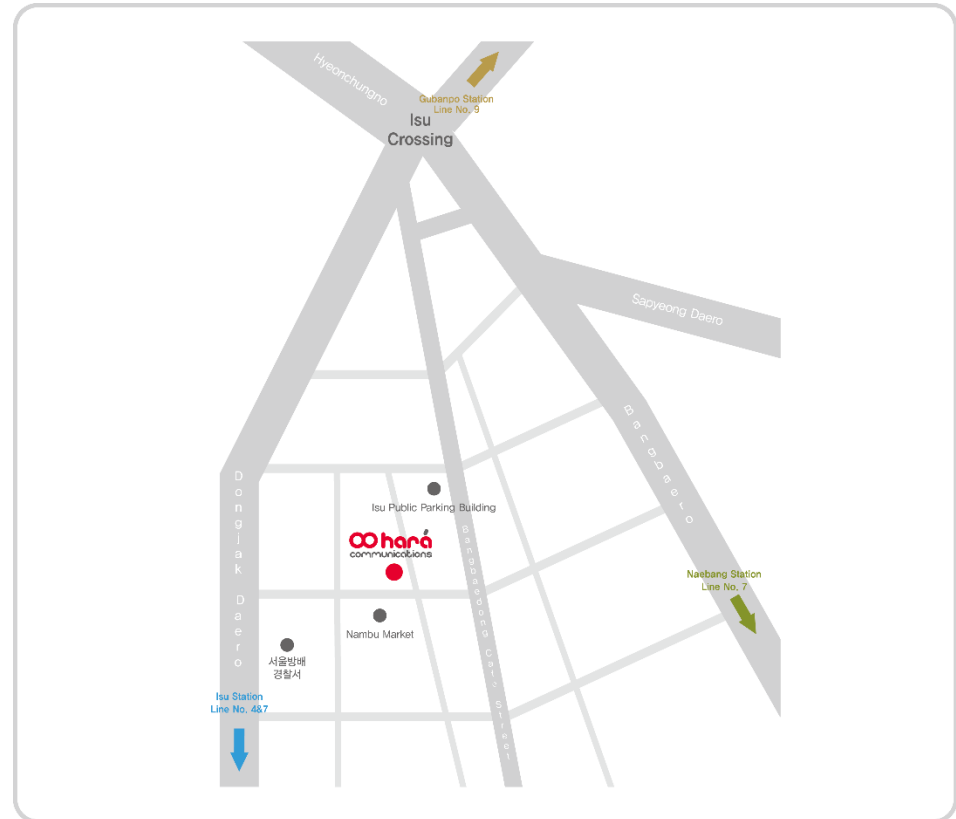
We always value our customers.

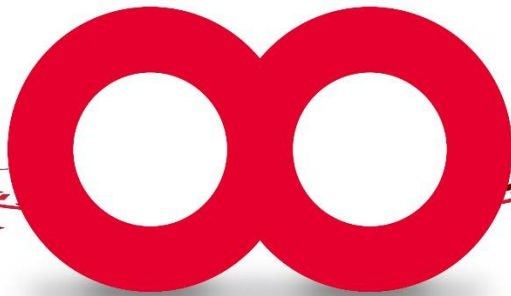
BTL Marketing is not just a company's marketing effort.
BTL Marketing touches and moves the heart of the consumer.
We are an organization of people who love BTL at its best.

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16, Bangbaejungang-ro 27-gil, Seocho-gu, Seoul, Republic of Korea

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02-6205-3316 (BTL Div., Oversea Business Div., Design Div.)
02-6205-3315 (Strategy Div., Exhibition Div.)
FAX. 02-521-3318

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∞ hara
communications

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